

OUT-OF-HOME MEASUREMENT BUREAU

P.O. Box 1201 • New Canaan, Conn. 06840

Market: PHOENIX METRO State: ARIZONA Date of audit: Nov., 1984
 Market Population: 1,681,800 Black: 53,100 Hispanic: 233,300 SMSA: 1,681,800

Market Description:

The Phoenix metro market covers Maricopa county and includes the cities of Phoenix, Mesa, Chandler, Gilbert, Tempe and Glendale.

Plant Name & Address: ODEGARD OUTDOOR ADVERTISING
 P.O. Box 37168
 Phoenix, AZ 85069

Average Daily Effective Circulation Per Panel: Regular: 13,350
 Illuminated: No. Panels In Market: 564
 Regular: 564
 Illuminated: Average Space Position Value: Not rated
 No. Panels per 1000 Population: .34

Comments:

The average daily effective circulation per panel is based on vehicular traffic counts from the cities of Phoenix, Mesa, Glendale and Tempe plus a few hand counts in Chandler, Gilbert and Glendale. Population data come from the 1984 Survey of Buying Power, Sales & Marketing Mgt.

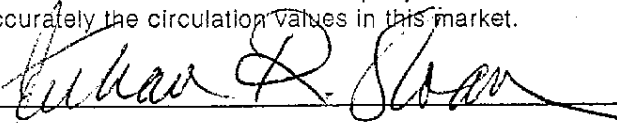
ALLOTMENTS

General Coverage - Gross Rating Points/Showings*	No. Panels	No. Ill. Panels
100	126	
75	95	
50	63	
25	32	

* = Showing

The traffic counts shown on this statement were prepared according to procedures approved by the Out-of-Home Measurement Bureau. The OMB has examined the records of this company and certifies that these data present accurately the circulation values in this market.

Signed



Managing Director



2040976990